

SYSTEMS AND METHODS FOR PROCESSING SALES LEADS  
BASED ON DISPOSITION

5

ABSTRACT OF THE DISCLOSURE

The invention provides systems and methods for processing sales leads. Illustratively,  
the invention provides a method for managing sales leads in a sales lead system, the method  
comprising: an agent working a sales lead; obtaining disposition information regarding the sales  
10 lead, the disposition information representing a disposition of the sales leads; transmitting the  
disposition information to a lead processing portion; comparing the disposition information with  
associated disposition rules in the lead processing portion; and controlling the further processing  
of the sales lead based on a disposition rule selected as a result of the comparing.

15